

**Notice of Allowability**

Application No.

09/882,368

Examiner

Matthew S. Gart

Applicant(s)

ALIABADI ET AL.

Art Unit

3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *Examiners Amend. 11/28/2007 and Claim Amend. 10/08/2007*.

2. ☒ The allowed claim(s) is/are 1, 3, 4, 6-13, <sup>16</sup>17 and <sup>18</sup>18.

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) ☐ All b) ☐ Some\* c) ☐ None of the:

1. ☐ Certified copies of the priority documents have been received.

2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.

3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached

1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.

(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☐ Notice of References Cited (PTO-892)

2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3. ☐ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_

4. ☐ Examiner's Comment Regarding Requirement for Deposit  
of Biological Material


5. ☐ Notice of Informal Patent Application

6. ☒ Interview Summary (PTO-413),  
Paper No./Mail Date 11/28/2007.

7. ☒ Examiner's Amendment/Comment

8. ☒ Examiner's Statement of Reasons for Allowance

9. ☐ Other \_\_\_\_\_

  
MATTHEW S. GART  
PRIMARY EXAMINER  
TECHNOLOGY CENTER 3600

### EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Howard Sobelman (Ph. 602-382-6228) on November 28<sup>th</sup>, 2007.

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The application has been amended as follows:

***In the Title***

The title has been changed to read as follows:

--Unified product purchasing ~~system and~~ method--

***In the Claims***

The claims have been changed to read as follows:

1. **(Currently Amended)** A computer-implemented method for collecting product data to facilitate at least one of searching, comparing prices, viewing and ordering products at a single shopping website, comprising:

retrieving, by a host computer, a product feed from a plurality of websites associated with at least one of suppliers and merchants ~~providers~~;

determining a source of said product feed, wherein said source is said at least one of said suppliers and merchants ~~providers~~;

extracting an image from said product feed when said source is a supplier;

retrieving an image from a website of said merchant ~~provider~~ when said source is a merchant ~~provider~~;

creating a normalized data feed from said product feed;

parsing said normalized data feed and either said extracted image or said retrieved image ~~said image~~ into categorized data elements to determine when a category exists in a product table which corresponds to said categorized data elements, wherein said categorized data elements are added to a buffer table when said category does not exist and said categorized data elements are integrated with stored product data within said product table when said category exists to create integrated data; and,

providing said integrated data to a user such that said user may utilize a single shopping website to search for, compare prices and order said products, wherein said products are associated with said stored product data from a plurality of websites, wherein each of said plurality of websites may be associated with a different at least one of said suppliers and said merchants provider.

6. **(Currently Amended)** The method according to claim 1, wherein said at least one of said suppliers and ~~said providers~~ comprise at least one of ~~merchants and~~ canonical suppliers.

### REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

The prior art of record neither anticipates nor renders obvious a computer-implemented method for collecting product data to facilitate at least one of searching, comparing prices, viewing and ordering products at a single shopping website, *inter alia*, comprising: determining a source of said product feed, wherein said source is said at least one of said suppliers and said merchants.

The most remarkable prior art of record is Smith (U.S. Patent No. 6,895,388). Smith generally discloses a method that provides users with a more robust online shopping environment. Specifically, the Smith method provides information to potential customers that may influence the decision as to whether or not to purchase an item from a particular merchant. Smith does not explicitly disclose how images are retrieved from different sources based on the step of determining whether the source is a supplier or a merchant. Smith discloses only that a URL to an image is retrieved from an inventory database.

None of the prior art of record remedies the deficiencies found in Smithr. Furthermore, neither the prior art, the nature of the problem, nor knowledge of a person having ordinary skill in the art, provide any reasonable rationale to combine prior art teachings.

### CONCLUSION

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Matthew S. Gart whose telephone number is 571-272-3955. The examiner can normally be reached on M-F, 9-6.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

MSG

Primary Examiner

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